

Rep Order# 8888116 Ver# 1 Status New

Traffic Order#

Printed: 10/23/2012 10:16 AM
Last Received: 10/23/2012 10:12 AM
Showing Buylines: All Lines

1 of 4

Station KTVX-TV SALT LAKE CITY
Advertiser () CONCERNED WOMEN AMER
Product CONCERNED WOMEN AMER
Estimate# 2118
Buyer KAREN BENCKINI
Phone#
Fax#

Agency () MENTZER MEDIA SERVICES
600 FAIRMONT AVE, SUITE 306
TOWSON, MD 21286
Agency C/P1/P2/E //2118
Flight Dates 10/29/2012 - 11/06/2012
Hiatus Weeks

Rep Firm
Sales Office () WASHINGTON
Salesperson () JIAN FOX
Salesperson Phone# 202-872-5880
Salesperson FAX# 202-872-0263

--- CONTRACT COMMENT ---

IDB 1021 -TVINVOICE.COM 9912736 *****NONDISCRIMINATION***** PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KATZ COMMUNICATIONS, INC. (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	1	M-F	7A-9A	Buyline Comment: GMA Sales Remark: V1 2X PER DAY	:30	\$300.00	10/29-11/02	10	1	10	\$3,000.00	
	2	M-F	9A-10A	Buyline Comment: DRS Sales Remark: V1 1X PER DAY	:30	\$200.00	10/29-11/02	5	1	5	\$1,000.00	
	3	M,W,F	5P-530P	Buyline Comment: NEWS Sales Remark: V1 1X PER DAY	:30	\$500.00	10/29-11/02	3	1	3	\$1,500.00	
	4	TU,TH	5P-530P	Buyline Comment: NEWS Sales Remark: V1 2X PER DAY	:30	\$500.00	10/30-11/01	4	1	4	\$2,000.00	
	5	M-F	6P-630P	Buyline Comment: NEWS Sales Remark: V1 1X PER DAY	:30	\$500.00	10/29-11/02	5	1	5	\$2,500.00	
	6	M-F	630P-7P	Buyline Comment: 2.5 MEN Sales Remark: V1 1X PER DAY	:30	\$750.00	10/29-11/02	5	1	5	\$3,750.00	

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	7	M-F	10P-1035P	NEWS	:30	\$1,000.00	10/29-11/02	5	1	5	\$5,000.00	
				Buyline Comment: NEWS								
				Sales Remark: V1 1X PER DAY								
	8	M-F	1035P-1105P	NIGHTLINE	:30	\$600.00	10/29-11/02	5	1	5	\$3,000.00	
				Buyline Comment: NIGHTLINE								
				Sales Remark: V1 1X PER DAY								
	9	M-F	1105P-1135P	ACCESS HOLLYWOOD	:30	\$215.00	10/29-11/02	5	1	5	\$1,075.00	
				Buyline Comment: ACCESS HOLLYWOOD								
				Sales Remark: V1 1X PER DAY								
	10	SA	5P-530P	NEWS	:30	\$500.00	11/03-11/03	1	1	1	\$500.00	
				Buyline Comment: NEWS								
				Sales Remark: V1 1X PER DAY								
	11	SA	6P-945P	FTBALL	:30	\$2,000.00	11/03-11/03	1	1	1	\$2,000.00	
				Buyline Comment: FTBALL								
				Sales Remark: V1 1X PER DAY								
	12	SU	10A-11A	THIS WK	:30	\$250.00	11/04-11/04	1	1	1	\$250.00	
				Buyline Comment: THIS WK								
				Sales Remark: V1 1X PER DAY								
	13	SU	5P-530P	NEWS	:30	\$500.00	11/04-11/04	1	1	1	\$500.00	
				Buyline Comment: NEWS								
				Sales Remark: V1 1X PER DAY								
	14	SU	10P-1030P	NEWS	:30	\$900.00	11/04-11/04	1	1	1	\$900.00	
				Buyline Comment: NEWS								
				Sales Remark: V1 1X PER DAY								

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	15	M-TU	7A-9A	Buyline Comment: GMA Sales Remark: V1 2X PER DAY	:30	\$300.00	11/05-11/06	4	1	4	\$1,200.00	
	16	M-TU	9A-10A	Buyline Comment: DRS Sales Remark: V1 1X PER DAY.	:30	\$200.00	11/05-11/06	2	1	2	\$400.00	
	17	M	5P-530P	Buyline Comment: NEWS Sales Remark: V1 1X PER DAY	:30	\$500.00	11/05-11/05	1	1	1	\$500.00	
	18	M	6P-630P	Buyline Comment: NEWS Sales Remark: V1 1X PER DAY	:30	\$500.00	11/05-11/05	1	1	1	\$500.00	
	19	M	630P-7P	Buyline Comment: 2.5 MEN Sales Remark: V1 1X PER DAY	:30	\$750.00	11/05-11/05	1	1	1	\$750.00	
	20	M	10P-1035P	Buyline Comment: NEWS Sales Remark: V1 1X PER DAY	:30	\$1,000.00	11/05-11/05	1	1	1	\$1,000.00	
	21	M	1035P-1105P	Buyline Comment: NLINE Sales Remark: V1 1X PER DAY	:30	\$600.00	11/05-11/05	1	1	1	\$600.00	
	22	M	1105P-1135P	Buyline Comment: ACCESS HOLI Sales Remark: V1 1X PER DAY	:30	\$215.00	11/05-11/05	1	1	1	\$215.00	

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---REPORT TOTALS---

Report Totals: 64 / \$32,140.00

---SALES MONTHLY TOTALS---

Nov 12: 64 / \$32,140.00

Sales Totals: 64 / \$32,140.00

Station Totals: 64 / \$32,140.00

Lines not sent/rcld/rtn: 0 / \$0.00

---COMPETITIVE---

Market Totals \$128,560

CABL	0%	KAZG	0%	KJZZ	10%	KPNZ	0%	KSL	20%
KSTU	10%	KTVX	25%	KUCW	0%	KUPX	0%	KUTV	35%
NTVX	0%								

Books null
Demos RA35+